

FOOD-TEMPERANCE-AND BEER



"The purpose of this advertisement is not to induce people to drink more beer, but to influence more people to drink beer."

Good beer, properly brewed, is the greatest aid to true temperance.

Everybody should drink good beer, because it is wholesome and nutritious. It is the purest of foods—in liquid form. It stimulates the appetite, aids digestion and is an ideal temperate beverage.

Prof. Gaertner in his "Manual of Hygiene" says that one quart of beer is equal in food value to $\frac{3}{10}$ pound of bread in carbo-hydrates and two ounces of bread or nearly one ounce of meat in albumen.

Heavy foods clog the system and cause many ills.

Physicians and food experts throughout the world advocate the drinking of good, wholesome beer for its nutritive value and purity.

The great nations of Europe furnish beer to their soldiers and sailors with their meals.

College and professional athletes are allowed to drink beer while in training.

Beer, bottled at the brewery, is absolutely pure, being entirely free from the disease bearing germs frequently found in milk and water. The greatest vigilance is observed in a brewery to keep every nook and corner scrupulously clean in order to minimize the dangers of contamination. It is the one beverage that cannot be adulterated or tampered with from the time it leaves the brewery until it reaches the consumer.

We have developed to the utmost degree the nutritive qualities and purity of

RUPPERT'S Knickerbocker *The Beer That Satisfies*

It is made of the highest grade Barley-Malt and the finest quality Saazer Hops.

Throughout all the various processes of brewing, filtering, aging, bottling and pasteurization, it is constantly watched over and inspected by experts. It is absolutely pure when it leaves the brewery, and must be absolutely pure when it reaches you.

The public is cordially invited to call and inspect our Brewery and Bottling Department. It is the most modern and best equipped brewhouse on earth.

The Jacob Ruppert Brewery Third Avenue, 90th to 92d Street
NEW YORK

